readership, area intended to be covered and budgetory provisions. The criteria has been adopted with the objective of securing widest possible coverage throughh newspapers.

(b) and (c) No, Sir. There has been no discrimination. However, there have been representations from some newspapers stating that the quantum of advertisements issued by DAVP is not adequate.

(d) and (e) Continuous efforts are made for placing advertisements in a balanced manned subject to the publicity requirements, target readership, area to be covered and budgetory provisions.

Publicity Through Private Agencies

1991. Prof . Vijay Kumar Malhotra: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether as per the Allocation of Business Rules, only the Directorate of Advetising and Visual Publicity is supposed to undertake the publicity for all the departments of the Government of India;

(b) if so, the reasons for some departments to use private agencies to get their material publicized;

(c) the steps taken to check the same; and

(d) the details of the Departments which used the services of private agencies for publicizing their material?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K. P. SINGH DEO): (a) Yes Sir, except Ministry of Railways who handel their own advertisements on DAVP rates.

(b) All Ministries/Departments of the Government have generally been routing their advertisements through DAVP except in exceptional circumstances when a few departments have released some advertisements of emergent nature directly because of urgency and paucity of time.

(c) Ministry of Information & Broadcasting and DAVP have written from time to time to various Ministries and Departments reiterating the Government decision to route their advertisements through DAVP.

(d) As per information available, the following Departments have released a few advertisements directly:

(i) Air Force and Army Wing, Ministry of Defence;

(ii) National Informatics Centre of Planning Commission;

(iii) Department of Space;

(iv) Department of Food;

(v) Department of Telecommunication;

(vi) Directorate of Income Tax and

(vii) Department of Posts

New Channel for Agriculture Based Programmes

1992. SHRI RAM GOPAL YADAV: SHRI AJIT P. K. JOGI:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government propose to start a new Doordarshan Channel to telecast the agriculture based programme;

(b) if so, the details thereof; and

(c) the amount likely to be spent on this scheme?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K. P. SINGH DEO): (a) to (c) With effect from 15.4.1994 all major Kendras of Doordarshan have started telecasting agricultural and rural development programmes on all the five days from Monday to Friday for a duration of half-an-hour daily. Such a programme costs Rs. 1 lakh approximately on an average. Some of the